

Certified Global Business Professional (CGBP) Exam Training

June 17-18: Automation Alley, 2675 Bellingham, Troy
August 12-13: GVSU Eberhard Center, 301 Fulton SW, Grand Rapids
August 14-15: Northwest Council of Governments, 600 E. Front St., Traverse City

Instructor: Jim Foley—Author of “The Global Entrepreneur”—the leading text used by practitioners across the US to gain their global business skills.

Time: 8:00am-5:00pm daily, breakfast & lunch provided

Registration: <http://global.broad.msu.edu/gbclub/> (by invitation only)

Questions: Contact Jade Sims, sims@bus.msu.edu, 517.884.1660

Primary Content Areas of the exam:

- Global Management
- Global Marketing
- International Supply Chain Mgmt
- Trade Finance
- Best resources & data sources

- Foreign market entry mode
- Risk management
- International business plan development
- Trade compliance
- Foreign partner selection
- Incoterms
- Export documentation
- Financing export growth
- International payment methods

Specific topics covered include:

- International logistics
- Foreign market selection

Jim Foley is an expert trainer on international sales and marketing. Jim currently serves as the Director of the Turner Center for Entrepreneurship and Illinois SBDC International Trade Center, Bradley University. He has worked for over 20 years in international marketing, sales and corporate management. Jim is Past President of NASBITE and currently serves as the GCBP Board Liason. He is also National Co-Chair of the ASBDC International Trade Committee.

Attendees will receive a copy of “The Global Entrepreneur”

MICHIGAN STATE
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Broad College of Business
International Business Center



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